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1926

UNITED STATES FOOD ADMINISTRATION
LICENSE NUMBER G-128932.

FOREIGN PLANT QUARANTINE
RECORDED

V. R. ALLEN'S

DESCRIPTIVE PRICE LIST OF SELECTED STRAWBERRY PLANTS

Asparagus Roots, Dewberry Plants
and Farm Seeds



V. R. ALLEN
Grower and Distributor of
PLANTS AND FARM SEED
SEAFORD, DELAWARE

R. D. No. 1, Box 59

LIBRARY
RECEIVED
★ MAY 26 1931 ★
Department of Agriculture

READ INFORMATION BEFORE ORDERING.

TIME TO ORDER. Just as soon as you receive this Price-list, as that will insure you of getting just what you want. Plants will be reserved and shipped when you are ready for them.

TIME OF SHIPMENT. From October 20th to May 1st, after this date plants are shipped at customer's risk. Our Northern customers usually order throughout the month of May and with a late season the plants will go through in good condition. Yet we do not advise shipping at this late date. We will only fill orders at customer's risk. We will use every precaution in crating and packing and do everything in our power to put plants through in good condition.

PAYMENT. Invariably cash before shipping. To reserve orders for future shipment, one-fourth, cash must accompany order and balance before plants are shipped.

PACKING. No charge for boxing or packing. Everything is delivered F. O. B. trains at rates given in this Price-list, yet we use every precaution to see that your order is well packed and properly boxed.

NO ORDER TOO SMALL. Your order for twenty-five plants will receive the same care and attention as will an order for twenty-five thousand.

TRUE TO NAME. We use every precaution to have our plants true to name and believe we make fewer mistakes than do firms who are selling every variety under the sun, yet we will not be responsible for any sum greater than cost of stock proving untrue to name and in no way will we be responsible for the crop grown.

REFERENCE. The First National Bank of Seaford, Delaware, Madison Willin, cashier. Other references if you ask for them.

GENERAL INFORMATION. We cannot waste space to go into detailed information as to the type of soil best adapted for strawberry cultivation, neither shall we take up the matter of how the roots should be trimmed and blossoms clipped, ways for best setting and cultivation, or as to the proper mating of the pistillate variety (female generally referred to as imperfect blooms and are marked in the Price-list Imp.) with the bisexual variety (male variety generally referred to as perfect blooms and are marked in the Price-list as Per.), yet all these points are worthy of careful consideration. We will be glad to give you full information on these points providing you need this information. We do not claim to possess the wisdom of Solomon, but having practically grown up in a strawberry patch and having been in the business thirteen years for ourselves, there may be just a few things we know which would be of interest to the be-

ginner, and for the asking, our information is yours. However, there is one word we wish to say, **Set Your Plants Early**; ninety per cent of failures come from late planting.

TO CUSTOMERS NORTH OF US. It is a fact that your seasons are later than ours, yet it will be of mutual interest for us to do business together. We would suggest that you order your plants during March and April, before they are too far advanced, and on receipt of the plants open the bunches and place them in thin layers in trenches dug just deep enough to receive plants, heel them in, then cover lightly with straw for protection; you will then have the plants in the very best condition when your conditions are right for planting.

VARIETIES. We do not grow every variety of strawberry under the sun or do we advise the grower to set too many varieties, as he will find that he can market his crop of fruit to a much better advantage if his load consists of one or two varieties. We have carefully selected the **Varieties** that are **Making Money** for the **Growers of Strawberries** all over the **United States**, varieties that are well adapted to almost every type and condition of soil. **The Varieties that are Money Makers to the Man who Plants them.**

We have the Postal and Western Union Telegraph with telephone connections. Tell your neighbor about us. If he will send his name and address on a postal card, we will be glad to mail him a Price-list, we have one for him.

Always write name and address very plainly.

This year plant **V. R. ALLEN'S Money Making and Garden Varieties** of strawberry plants and have the satisfaction of knowing that you have the best, both as to variety and quality of plants.

Sussex County, Delaware, produced more strawberries than any other one county in the United States. We are located in the center of the strawberry belt, which enables us to select with care the best **Money Making and Garden Varieties**. May we have your order.

The plants arrived April 13, I am pleased to state that the crate of strawberry plants looked quite fresh. I hope that most of them will live.

Thanking you for the prompt delivery, I am, Yours truly,

Mrs. E. S.

Yes, we endeavor to deliver promptly with plants in good, fresh condition. As all plants are dug after order is received and with the care used at our end we feel sure that they will always live and produce the best quality of big, delicious berries, if properly set and cared for.

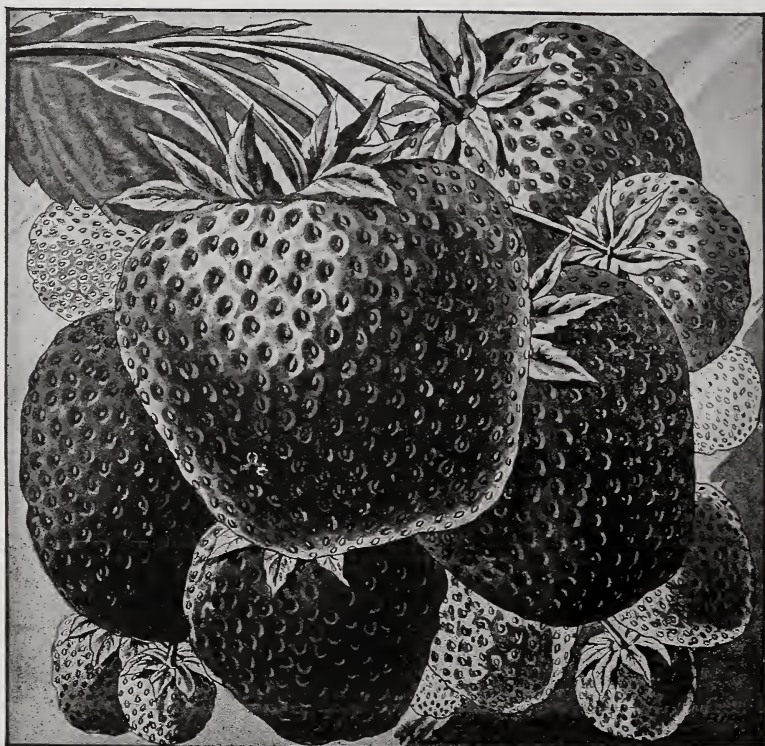
Pittston, Pa.

The plants I bought of you came through quick. I have a nice patch of the Big Joe Johnson and they look fine. Some plants measure as much as 12 inches across the top, and I am looking for a good crop next summer.

L. E. G.

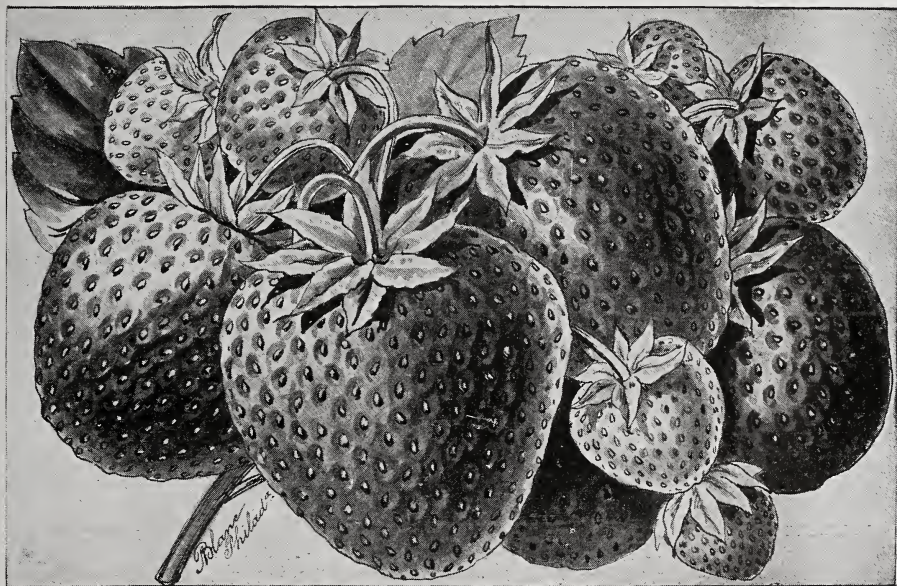
DESCRIPTION OF V. R. ALLEN'S MONEY MAKING AND GARDEN VARIETIES.

WOLVERTON. (Per.) Have fruited Wolverton for several years and find it to be much in demand. Is a good plant maker and produces an abundance of fine large berries. Suited to all soils that will grow strawberries and does much better on high, light soil than a great many other varieties. Long ripen season from early to mid-season. Fine shipping qualities also excellent table fruit. Try it.



MYER'S NO. 1. (Imp.) Originated at Bridgeville, Delaware, and brokers here buy it readily. Ripens with Wolverton, great plant maker and will bear extra heavy crop of fruit of ordinary size, a great long distance shipper, stands up well. A popular way of planting around Bridgeville is to plant Myer's No. 1 and Wolverton in same row, by setting every third plant with Myer's No. 1. They mate well together and a great many growers believe, by this method, that they pick more quarts of berries per acre. We do not consider them as good table fruit as the Wolverton.

AROMA. (Peri) Generally classed as a late berry; with us medium to late, usually ripens between Wolverton and Gandy, therefore coming right at the time when there is few berries on the market. Good prices are always assured for the Aroma. Truly it is one of the **Big Money Making Varieties**. This berry is known under several local names: sometimes called the "Allen Berry," more popular as "High Land Gandy." Well adapted to all soils, has a beautiful green cap, very large, roundish fruit of a rich, bright color, flavor the best. No difference whether you are planting a garden spot for table use or acres for heavy shipments, you cannot make any mistake in planting Aroma; being a perfect flowering variety, does just as well when planted alone as when planted besides other varieties. While this is one of the old standard varieties, it still continues to grow in popularity; not quite the plant maker of most varieties yet will pick more quarts of berries per row than many other varieties.



Kellogg's Prize. (Imp.) The originator of this berry describes it as "the Late Berry without a fault." We consider it among the best of long season berries; with us will begin to pick with the Aroma and continue right through the season with the Gandy, blossoms and ripe fruit on the vines at the same time. While this is the heaviest producing late berry that we know of yet it holds the size up until the end of the season.

REWASTICO. (Per.) Berry very large and firm, uniform in shape, unsurpassed as a shipper, color, light cardinal red, quality rich, aromatic strawberry flavor. Limited number of plants.

EARLY OZARKS. (Per.) Originated in 1902 by Charles Shull. Does well in all sections. Extra early market berry also a good one for the home garden. It is a strong pollenizer. Berry large, round-conic, dark crimson, flesh dark red, sub-acid, ery good.

BEDER-WOOD. (Per). Berry medium, plants erect, flesh light red, medium firm, early.

GANDY. (Per.) Very late. The berry that has paid off more mortgages in Sussex County than any other variety. If you have "Gandy land" be sure to set Gandy, but never under any circumstances plant Gandy on high, light land. Our supply of plants is large.

BIG JOE (Joe Johnson). Originated by J. H. Black, Son & Co. One of the Big Money makers. Berry always attracts buyers and commands the very highest prices of the market. Cap large, light green; berry large, round-conic, dark crimson, flesh medium red, firm, sub-acid. One of the best late varieties. Don't fail to order Big Joe.

CRIMSON CLUSTER. (Per). Originated in Anne Arundel County Maryland, about 1902. Very much resembles the Gandy but is a little better pollenizer and will produce on lighter land than the Gandy. Berry large, round to wedge shape, light crimson, flesh red, very firm. Good table berry also shipper. Season about three days earlier than Gandy.

MARSHALL. (Per.) Flesh dark red, juicy, mid-season. A standard variety for home use.

BRANDYWINE. (Per.) Originated at West Chester, Pa., in 1895. Medium late. Valued in many berry districts.

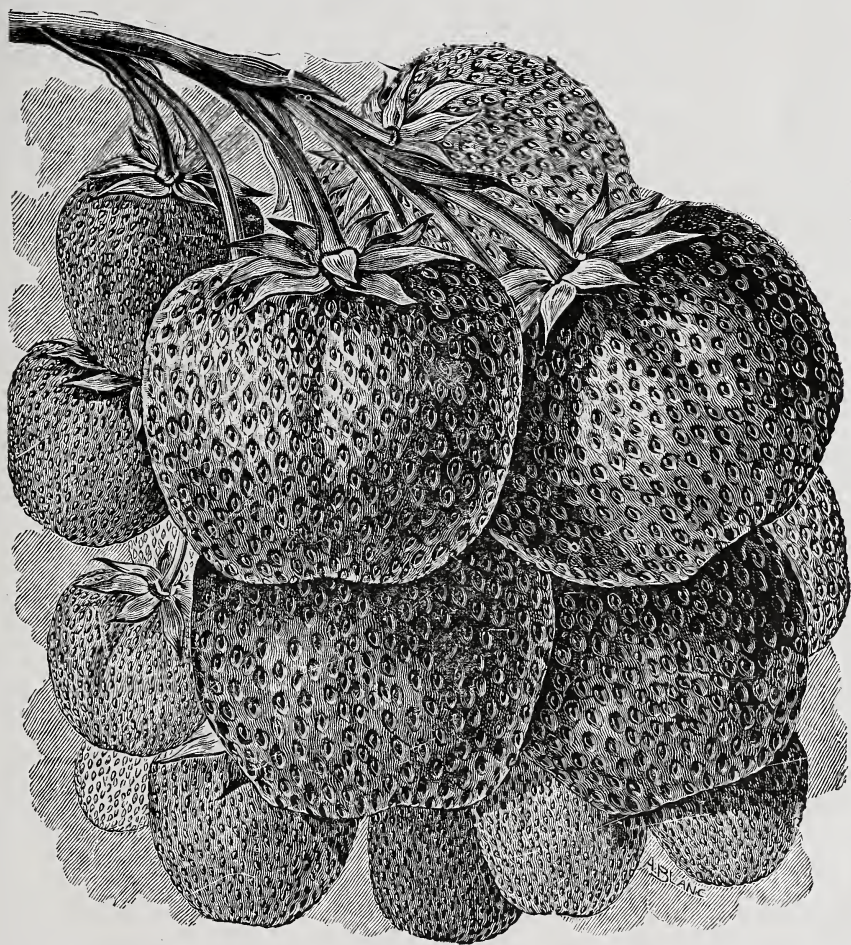
WARFIELD. (Imp.) Originated in Illinois. A handsome berry that requires cool weather with plenty of moisture.

SEN DUNLAP. (Per). Originated in 1890 by J. R. Reasoner. Plant small but vigorous. Grown very extensively in the northern part of North America. Berry medium large, glossy bright, dark crimson.

GLEN MARY. Berry large, lark scarlet, flavor mild, sub-acid to sweet, a favorite in New England.

CRESCENT. Plants tall with smooth slender leaf stalks. The most valuable part of the Crescent is its productiveness.

SAMPLE. (P). Sometime called Wonder. Originated at Reading, Mass., in 1894. Berry large round conic very regular, dark crimson, flesh dark red, very firm, sub-acid medium late. A standard variety commonly pollinated Aroma and Paisons Beauty.



PARSON BEAUTY. (S). A great berry, originated at Parsonsburg, Md. Berry medium large, irregular conic to wedge. Bright crimson, a good all around berry and a **Money Maker**. Does well in almost any state, very valuable in Delaware and Maryland. A fine table berry and among the most valuable to plant if you are expecting to sell to the preserving and crushing trade. I believe that you will pick more quarts of fine big berries from Parson Beauty's than almost any other variety. **Be sure to try it.**

STEVEN'S LATE. Large late berry, very valuable in good seasons, but rots quick when weather is wet and warm.

HAVERLAND. (P.) Plants large upright, foliage abundant. Popular for home use and near markets. Very productive and pleasing appearance. Too soft for shipping long distance. Parson Beauty is a good pollinizer for Haverland.

EARLY JERSEY GIANT. (S.) A good early berry for fancy trade.

ABINGTON. (S.) Originated 1895 at Abington, Mass. Berry medium to large size, round wedge shape, bright crimson flesh, light red, mid-season.

SUCCESS. (S.) Berry large bright crimson, medium very valuable for near markets.

DR. BURRELL. (S.) Berry medium, slightly necked, flesh dark red, very fine, mid-season.

KLONDYKE. (S.) Early very heavy cropper and of fine shipping qualities that will stand up as a long distance shipper. A good money maker.

MISSIONARY. (S.) Early, does remarkably well in the South.

EXCELSIOR. An old standard early sort.

MICHEL'S EARLY. (S.) Very early berry, small, but a good long distance shipper.

LUMPTON. Very late and very good.

MARSHALL. A favorite sort among market gardeners who practice hill culture and manure heavily. Large in size; fail completely on poor sandy land.

McALPIN. (S.) Berry large and will make the grower money, mid-season.

HEFLIN EARLY. Berry medium round, bright crimson, flesh bright red, sub-acid, very good.

SUPERIOR. (S.) This is one of the sure croppers and very prolific, berry only average size, the yield per acre is large. Suitable to all types of soils and weather conditions. If you are looking for a berry that will bear a crop of fruit under any conditions, then try Superior.

OH MY!

STRAWBERRYS are good in September, and the way to have them is to get some of V. R. Allen's Everbearing varieties that bear from July until killing frost stops them from maturing any more fruit.

SWEET DELICIOUS and full of real Strawberry flavor. Do not neglect to plant a supply of Everbearings of the following varieties.

KING AUTUMN. Everbearing. (Per). A cross between the Autumn one of the first Cooper ever-bearing, and the Chesapeake. Greatly resembles the Chesapeake in appearance, being slightly larger and brighter red, firmer in quality and many state it is their choice as a table variety. The King fruits moderately the first year, but produces one of the heaviest crops of fruit the following spring, ripening with late varieties, and continuing until the very latest thing like strawberries are gone. About August 1st it begins to produce another heavy crop of fruit which is almost equal to the spring crop, and again late in September is loaded again. The King has received the highest praise from the leading experiment stations, as an ever-bearing variety, and recommend it to the public as the very best late crop variety. We have grown the largest crop of plants we have ever grown of the King and have cut our price with the other sorts such as Progressive, and hope our folks who have not tried the King will do so this season.

PROGRESSIVE. Bears more berries the first fall after setting than any other variety that I have tested. Does well in all sections of the country.

SUPERB. Berry very large of good flavor, real fancy. Second year frequently out yields best of standard sorts. Does not do well in the South.

My stock of Everbearing are a fine lot of plants. Do not forget to include with your order some Everbearings and know the real satisfaction of Strawberries fresh from the vines all summer and fall.

Enough confidence in our plants and in our honesty to order without ever knowing our prices.

Buck County, Pa., April 2
Mr. V. R. Allen, Dear Sir:—Please ship to me C. O. D., 500 Glen Mary and 500 Chesapeake Strawberry Plants to above address at your earliest convenience and oblige,
Respectfully,
A. D. R.

On receipt of plants Mr. R. writes:

Plants arrived in due time and in **fine shape**. The crate proved to be very substantial and was not broken in any way.
Respectfully,
A. D. R.

We use a strong, light, ventilated crate to ship our plants in, made from a local wood known for its lightness and strength, together with the skill and care used in packing our plants in plenty of damp moss, insures their coming out of the crate as Mr. R. says, **in fine shape**.

PRICE-LIST OF STRAWBERRY PLANTS.

Purchaser to pay transportation charges.

Varieties.	25	50	100	250	500	1000
Abington	\$.35	\$.65	\$ 1.10	\$ 2.15	\$ 3.50	\$ 6.25
Aroma35	.65	1.10	2.15	3.50	6.25
Big Joe40	.75	1.25	2.25	4.00	7.25
Big House35	.65	1.10	2.15	3.50	6.25
Burrell (Dr.)40	.75	1.35	2.25	4.00	7.50
Brandywine35	.65	1.10	2.15	3.25	6.00
Campbells Early70	1.10	1.75	3.25	5.00	10.00
Crescent35	.65	1.10	2.15	3.50	6.50
Dunlap (Sen)50	.85	1.35	2.50	3.90	7.25
Haverland40	.75	1.25	2.25	4.00	7.25
Heflin Early25	.45	.75	1.50	2.50	5.00
Early Jersey Giant40	.75	1.25	2.25	4.00	7.50
Excelsior25	.45	.75	1.50	2.50	5.00
Early Ozark40	.75	1.35	2.25	4.00	7.50
Gandy25	.45	.75	1.50	1.50	5.00
Glen Mary40	.75	1.35	2.25	4.00	7.50
Klondyke25	.45	.75	1.50	2.50	5.00
Kellokk's Prize40	.75	1.25	2.25	4.00	7.50
Kellogg's Premier50	.80	1.35	2.35	4.25	8.00
Lumptions65	1.00	1.25	3.00	5.25	10.00
Michel's Early25	.45	.75	1.50	2.50	4.50
Missionary25	.45	.75	1.50	2.50	4.50
Marshall40	.75	1.35	2.25	4.00	8.00
McAlphine65	1.00	1.75	3.00	5.25	10.00
Magic Gem40	.75	1.35	2.25	4.00	7.50
Norwood40	.75	1.35	2.25	4.00	7.50
Rawistico40	.75	1.35	2.25	4.00	7.50
Sample40	.75	1.35	2.25	4.00	7.50
Steven's Late40	.75	1.35	2.25	4.00	7.50
Superior25	.45	.75	1.50	2.50	5.00
Success40	.75	1.35	2.25	4.00	7.50
Wolverton25	.45	.75	1.50	2.50	5.00

EVERBEARING VARIETIES.

Be Sure to Give Some of These a Trial.

	12	25	50	100	250	500	1000
King Autumn40	.75	1.25	2.25	4.25	6.50	12.00
Progressive40	.75	1.25	2.25	4.50	7.00	14.00
Superb40	.75	1.25	2.25	4.25	6.50	12.00

Ask for special prices on large orders of strawberry plants.

STATE BOARD OF AGRICULTURE.**State of Delaware****Certificate of Nursery Inspection.**

Dover, Delaware, October 10, 1919.

To Whom it May Concern:

This certifies that I have this day examined the nursery stock and premises of the Nurseries, of V. R. ALLEN, at Seaford, Sussex County, Delaware, and that said nursery stock is apparently free from crown gall, peach yellows, peach rosette, the San Jose scale, and all other plant diseases and insects of a seriously dangerous nature, that may be transferred on nursery stock.

This certificate may be revoked by the State Board of Agriculture for cause, and it is invalid after August 31, 1921 and does not include nursery stock not grown on the above named premises unless such stock is covered by certificate of a State or Government officer and accepted by the State Board of Agriculture.

WESLEY WEBB, Inspector.

ASPARAGUS ROOTS.

If you want the best in Asparagus Roots give me your order, in so doing save time and money. Stock consists of fine, healthy, vigorous two year old roots of the following varieties.

BARRS MAMMOTH. Early and very large growers, very quick. Will be sure to please you. If you wish a garden plot for family use or a field for commercial purposes—try Barrs Mammoth.

PALMETTO. A splendid large hardy kind of southern origin, and please all who have use it; planted very extensively.

CONOVER COLLOSSAL. Large in size, fine quality, rapid grower, will please you.

GIANT ARGENTEUIL. Help reduce the cost of living to your family by planting enough Asparagus to supply your family and if you plant more than your family requires you will not only reduce cost of living, but make money. Giant A, is earlier than other varieties and largely grown in France. Stalks very large and tender.

Prices on Asparagus Roots.**25 for 50c****100 for \$1.15****500 for \$3.75****1000 for \$7.50.**

DEWBERRYS.

The good old **Lucretia** variety grows more popular every day, and I am able to offer a fine lot of plants at the very low price of **\$12.00 per 1,000** or **75c per 25 plants.**

FARM SEEDS.

Broom Corn Seed at **\$15 per lb.**

Fancy Seed Oats, Seed Barley, Seed Corn, Cow Peas, Soy Beans, Buckwheat.

If in the market for any of this seed, be sure to ask for prices before placing your order elsewhere.

Uncle Sam reported in 1916 that the average income to the growers from all fruit crops to be \$110.01 per acre. Make sure that you share in some of this profit by planting some **Strawberry** from **V. R. ALLEN'S** selected list of **Money Making** and **Garden Varieties** of the highest fruiting quality.

Mr. V. R. Allen,
Dear Sir:

I feel that I owe you a few words of appreciation for the strawberry plants, especially the everbearing that I purchased of you last spring. There hasn't been many to die and what did was because of the long dry spell we had in the summer. I have had strawberries until the middle of November, and I feel sure that I will have a good crop next season. I will be glad to speak a good word for you any time.

Yours very truly,
KARL P. THOMPSON.

California
Your plants came through by express in about a week. I have had no trouble with the stock you shipped, and believe it will give good results.

H. H.

The plants arrived O. K. Thank you.

G. H. U.

El Reno, Okla.

Strawberry plants reached me yesterday a. m. in fine condition, and we had just a good soaking rain, so I think they will grow alright.

N. E. W.

Buford, Ga.

My strawberry plants received some few days ago. They were in good condition and I am well pleased with them. I have also received my extra 25 plants. Thank you very much for them. I am well pleased with all my order, again thanking you for the way in which you handled my order, I am

Yours very truly,
T. E. G.

HOW TO SHIP.

The safest and best way is to ship by express. Early in the season large orders to nearby points may go by freight. All plants shipped by freight are at purchaser's risk. If plants are wanted by parcels post, consult the following table; 100 strawberry plants are estimated to weigh about 4 pounds, this will depend on variety and time of season, as the season advances, the plants will weigh more.

		1st lb.	Each add. lb.
First zone,	50 miles,	5	1
Second zone,	50 to 150 miles,	5	1
Third zone,	150 to 300 miles,	6	2
Fourth zone,	300 to 600 miles,	7	4
Fifth zone,	600 to 1000 miles,	8	6
Sixth zone,	100 to 1400 miles,	9	8
Seventh zone,	1400 to 1800 miles,	11	10
Eighth zone,	over 1800 miles,	12	12

All order for 300 plants or less we strongly advise customer to have shipped by parcels post. It is not only cheaper than by express but much quicker. If you want plants by parcels post, be sure to enclose sufficient funds to prepay postage (see postage rates). If more than enough money is forwarded, the amount over will be promptly refunded.

If you want plants by parcels post, please be sure to enclose sufficient postage, otherwise your shipment will go by express. As a general rule, 500 plants will go cheaper by express than by mail.

Do not forget to order your plants this year from **V. R. ALLEN, Seaford, Delaware**, and get fine, healthy, cleanrooted, cleanfoliage, true-to-name plants, of the highest fruiting quality; packed and crated by methods that insure you of good, live plants, which will grow and produce great crops of berries.

Cuyahogo County, Ohio.

Dear Sir:—Unpacked the strawberry plants and set them out, I believe that they will come through. They were pretty dry owing to being on the road over two weeks. You certainly **packed them well and this work alone I think will save them.** Express companies are fierce this year with everything.

Yours very truly,

J. O. S.

On the road for more than two weeks yet our superior crate and skillful packing saved the plants. Never knowing when the express companies may delay shipments, we pack every order so it will carry through just such emergencies as this.

TOMATO SEED

The best home grown and careful selected tomato seed at the price of ordinary seed.

Varieties With Prices.

New Stone, Matchless, Red Rock, Paragon, Perfection—1 lb., \$2.75; ½ lb., \$1.50; ¼ lb., 90c; 1 oz., 30c. Postage Prepaid.

Favorite, Greater Baltimore, Chaulk's Jewel, Livingston's Globe—1 lb., \$3.75; ½ lb., \$1.95; ¼ lb., \$1.00; 1 oz., 40c. Postage Prepaid.

PUMPKIN SEED

Green Striped Cushaw—1 lb., \$2.50; ½ lb., \$1.30; ¼ lb., 80c.

Connecticut Fuild—1 lb., \$2.25; ½ lb., \$1.25; ¼ lb., 75c. Postage Prepaid.

SQUASH SEED.

Red Hubbard—1 lb., \$2.00; ½ lb., \$1.25; ¼ lb., 75c.

Boston Morrow—1 lb., \$1.50; ½ lb., 80c; ¼ lb., 50c. Postage Prepaid.

PEPPER SEED.

Ruby King Pepper—the old popular large fruited peppers; bearing a large crop of ruby red fruits, 4 to 6 inches long by 2 to 4 inches in diameter, sweet and mild; favorite for salad stuffing, etc. Price—1 lb., \$8.00; ½ lb., \$4.00; ¼ lb., \$2.25; 1 oz., 70c.

All Tomato, Squash, Pumpkin and Pepper Seed delivered at prices named.

TESTIMONIALS.

The berry plants arrived in fine condition. Many thanks for your fair treatment and square dealings.

Dyer, Tenn.

E. V. R.

Plants arrived on the 23rd they are fine.

Plainfield, N. J.

C. M. C.

I received my strawberry plants April 22. They were in fine shape. Please send me your catalogue next year.

Leightons, N. H.

L. N. H.

Plants arrived yesterday and were in very good condition.

Rochester, N. Y.

A. N. C.

The strawberry plans I ordered of you have arrived and are the nicest plants that I ever saw.

Francies, Nev.

B. M.

Shipment of plants arrived today in excellent condition. The plants suit me well and I will recommend you to any one who may wish similar plants that you are the one to supply them.

New Haven, Conn.

W. P.

BELL TELEPHONE - SEAFORD 124 R 31

UNITED STATES FOOD ADMINISTRATION
LICENSE NUMBER G-120932,

POSTAL AND WESTERN UNION TELEGRAPH

TRUE-TO-NAME STRAWBERRY
PLANTS OF THE
HIGHEST FRUITING QUALITY
HAY

V. R. ALLEN,

Plants and Farm Seeds

GROWER AND DISTRIBUTER

SEED CORN - ASPARAGUS ROOTS
COW PEAS
BUCKWHEAT - SOY BEANS
MANURE

REFERENCE: FIRST NATIONAL BANK,
SEAFORD, DELAWARE.

R. D. No. 1, BOX 59

Seaford, Del., Feb. 24, 1926.

I do not issue any whole sale price list but
take up prices with letter,

Yours truly

V. R. Allen

<http://www.sagepub.com/journalsPermissions.nav>

Seaford, Delaware.

Check \$----- Money Order \$----- Stamps \$----- Cash \$-----

[illegible]

25 Strawberry Plants Free

If you kindly send me the names and address of some of your friends who might be interested in my price-list, along with your order. I will send you 25 choice strawberry plants free, providing your order amounts to \$16.00.

Name

P. O.

State

[illegible]